



German Sporting Goods Market: Opportunities for U.S. Exporters

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December, 2005*

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1. Summary

This report analyzes the sporting and recreation equipment market (SIC 3949) in Germany, which includes equipment for golf, fishing, tennis, physical fitness, gymnastics, archery, bowling, billiards, winter and summer sports, fun sports, beach sports, racket and indoor sports, outdoor sports and team sports. It does not include athletic apparel and foot-wear, hunting equipment, or most leisure-related vehicles, such as boats, bicycles, motorcycles, and snowmobiles.

The statistics used in this report have been revised to be compatible with the statistical system used by the German Sporting Goods Industry Association (BSI) and the German Sporting Goods Retailer Association (VDS).

The German sporting equipment market reached USD8.25 billion in 2005. In this country of 82 million people, steady market growth is expected over the next few years. Exports totaled USD1.70 billion. Imports totaled USD3.65 billion, of which USD767 million came from the United States. American sporting goods products, especially those that are "Made in the USA," continue to set trends and gain popularity.

Experts believe that the following activities (based on popularity) will be the fastest-growing segments in the near-term: Inline skating, outdoor, soccer, fitness, golf, biking, tennis, snowboarding, "funsports" & games, skateboarding, skiing, running/jogging, basketball, beach sports, badminton and handball.

Germany is Europe's largest sporting goods equipment market and a very sports-minded country. There are no fewer than 86,000 clubs with 26 million members that are associated with the "Deutscher Sportbund" (German Sports Federation). It is through these clubs' training and other programs, rather than school programs as in the United States, that the nation's elite athletes rise to the top.

2. Market Highlights and Best Prospects

There seem to be excellent opportunities for the U.S. sporting goods industry to gain new customers in Germany, particularly in the areas of fitness equipment, outdoor equipment, inline skating and other "funsports," and golf equipment. German retailers state that they are being flooded by inquiries for U.S.-lifestyle and sporting goods products. Germans returning from vacation in the United States are especially interested in these products. The news being brought back from the United States is that the "movers" who pushed the jogging industry years ago are now turning to physically less-demanding, more family-oriented activities such as walking and hiking.

A recent survey of German consumers by the German "Federation of Sporting Goods Retailers" (Verband Deutscher Sportfachhandel e.V.) shows that inline skating is now

rank first on the popularity scale of sport activities (along with outdoor sports), 15 percentage points ahead of such popular sports as soccer and skiing. Walking is the fastest growing sports activity in Germany for the over-50 age bracket.

In the sixties, before the fitness wave swept from the United States to Europe, only 14 percent of the German population participated in fitness sports. Fitness has since become a movement to which more than half the population belongs. Demand for fitness and health equipment is still growing, both for gymnastic and fitness studios, as well as for home use. In 2005, 4.3 million Germans had annual (or longer) memberships at fitness studios. While there were only 225 fitness studios in Germany in 1980, there are now some 5,700. Versatility of activities is critical for studios. Today, good fitness studios offer everything from aerobics, hip-hop dancing, rope-skipping, stretching and squash to comfortable saunas and relaxation zones.

Today, all age groups in Germany take part in sports of some form or other, and each sport now has its own fashion. "Walking" or "biking" are not simply names of sports but convey a certain image. The biking market offers sales opportunities not just for bicycle equipment but also for biking clothing. The same applies to hiking and trekking — sports for all age groups with specific needs for functional fibers and fashionable equipment.

Tennis continues to be very popular. There are now over 3.2 million active tennis players in Germany, and sales of tennis equipment has reached almost USD260 million. A German tennis player annually spends, on average, USD800 for shoes and rackets, plus an additional USD300 on tennis clothing. Because of the recent mild winters and an increasing number of indoor courts, tennis is gaining in popularity as a non-seasonal activity in Germany.

After years of stagnation, winter sports are enjoying a renaissance with 50 million skiers and approximately four million snowboarders worldwide. Thirty years after its invention in the United States, snowboarding is recording phenomenal growth in Germany. There were 500 snowboard clubs in 2000, and the number more than doubled to 1,100 by 2005. Sales of snowboards increased accordingly. In addition, a survey indicates that 73% of German skiers enjoy their winter sport hobby at least as much as or even more than they did years ago.

Team sports and sports clubs continue to be very popular. Almost 25 million Germans belonged to sports clubs in 2005, an increase of 500,000 over 2000.

The success of professional American football in Germany and Europe remains uncertain. The International Football League recently folded after attempting to bring U.S.-style football to Europe. Plans for the league were dropped after U.S. sponsors withdrew their money.

In 2005, German consumers spent over USD2.9 billion on sportswear, according to a survey of approximately 20,000 German consumers. The lion's share, 80 percent, went to sportswear outlets, including 25 percent to retail clothing stores, such as C&A, Peek & Cloppenburg, and Woehrl; 25 percent to department stores; and 20 percent to mail order and other outlets. Sporting goods stores accounted for only 20 percent of total expenditures on cross-country skiwear, swimwear, tennis and sportswear.

Market research shows that the two leading German sportswear companies, Adidas and Puma, are among the top ten designer brands, with a combined share of 20 percent of all expenditures on sportswear. They are followed by Boss, Lacoste, Esprit, Trigema, Ellesse, Schiesser, Triumph and Nike. In total, the top ten obtained a market share of

75 percent. U.S. lifestyle related-products, like the "California Sportswear Look" in beach and general sportswear, continue to be very popular in Germany.

German households own around 60 million bicycles. Bicycle sales keep rolling higher and higher. Germany is Europe's major bicycle importer, as well as home to bicycle manufacturers that produced a total of 3.5 million units in 2004. Growing environmental awareness, more leisure time, and an increase in the use of bicycles for the daily journey to and from work have given the bike new and improved status. This is accompanied by a trend towards quality and safety, as well as a tendency to own a second or even a third bicycle. Growing demand is expected in the field of trekking bikes and fancy city bicycles. Easy-ride and racing bikes will probably maintain their share of around 25 percent each, respectively, in the German market. Suppliers of customized bicycles will profit from a general trend towards high quality bikes. The trend toward high quality mountain bikes, which first began in America, is continuing to spread throughout Germany and the rest of Europe without any sign of diminishing, albeit with considerably more competition from locally manufactured bikes.

Outdoor sports are booming in Germany. According to German sporting goods experts, as many as 10 million people engage in outdoor sports in Germany. They spend the equivalent of billions of U.S. dollars on their hobby. Amazingly, however, nobody can really define "outdoor sports." Germans spend more on outdoor clothing than their European counterparts. The growing trend towards high-quality goods is particularly interesting. Outfits are status symbols. This applies not only to clothing, but also to knapsacks, backpacks, tents, bikes, boats, sunglasses and everything else the outdoorsman might need. In most cases, only the best is good enough, for all too often, critical consumers had purchased cheap goods in the past that, to their regret, put a damper on their sporting pleasure.

Sports equipment from the United States is still very popular in Germany, and colorful sports fashion inspired by American football and baseball teams continue to be popular. In 2005, imports of sporting goods totaled USD3.7 billion of which USD767 million came from the United States.

Statistical Data. The German Market for Sports Equipment (USD Million)

	2004	2005	2006 (est.)	Est. Average Annual Growth 2005-2007
Imports	3,650	3,690	3,710	2-3%
Local Production	6,300	6,295	6,290	
Export	1,700	1,730	1,740	
Total Market	8,250	8,255	8,260	1-2%
Imports from the United States	767	779	790	1-2%

2005 Import Market Share (Percent for USA and Major Competitors):

USA: 21%, China: 23%, Italy: 13%, France: 12%, Taiwan: 11%, Austria 11%, Others 9%. Receptivity Score (1-5): 5 (very receptive)

American-made sporting goods equipment is held in high regard in the sophisticated, quality-conscious German and European market. American sporting goods are extremely sought after and popular among the younger generations.

Best Sales Prospects. (SIC 3949, Sporting and Athletic Goods) The following segments offer best growth potential and sales potential during 2006-2008 for U.S. sporting goods exporters:

- Outdoor sports
- Soccer
- Exercise machines
- Golf
- Tennis
- Snowboard
- "Funsports" and skateboarding
- Skiing
- Running/jogging
- Basketball
- Beach Sports
- Badminton
- Handball
- Outdoor games

Long-term Prospects. Constant-dollar product shipments for sports equipment are expected to grow 1-2% annually over the next 3 years. The long-term outlook for the U.S. sporting goods industry will be affected by demographic trends, industry restructuring, and the growth of exports. Many individuals of the baby-boom generation are reaching a stage in life where they usually begin to slow down and curb their physical activities. However, doctors and medical research have pointed out the need for continued fitness as a key preventative step for many ailments. Participation levels remain strong in most activities, especially those stressing fitness aspects, not necessarily competitiveness. Such sports (step aerobics, exercising with equipment, and in-line skating) have experienced increased participation and should continue growing over the next three years.

While some baby boomers may be slowing down, many of their children and grandchildren will likely begin playing sports over the next five years. U.S. shipments of sports equipment have tended to follow the growth of the five to fourteen age group. This group is expected to grow 2 percent annually during the forecast period, which should boost sales by U.S. sports equipment manufacturers. Sports most likely to benefit include inline skating, "funsports" and skateboarding, beach and outdoor sports.

Another positive factor will be the increased wealth of the baby boom generation, which is statistically reaching the age of their highest disposable income. As a result, this generation is likely to begin purchasing higher quality sporting goods for themselves and their children. This trend should benefit U.S. manufacturers with high-quality products. U.S. brand names are well respected for their quality in Germany

3. Competitive Situation

Domestic Production. Germany is both Europe's leading manufacturer (with a production value of USD6.3 billion in 2005) and a major importer of sporting goods equipment. About 25% of local production is for export.

3rd Country Suppliers. In 2005, Germany imported sporting goods equipment valued at USD3.65 billion, 90% percent of which came from USA, China, Taiwan, Austria, Italy, France and others. Despite the current recession in Germany, imports should increase by one to two percent in 2008, as the sports boom continues and the creation of the Single European Market moves forward. The positive outlook for U.S. suppliers could be tempered somewhat by the fact that the major European suppliers are establishing an increasing number of subsidiaries in Germany.

U.S. Market Position and Share. The highest quality sporting goods equipment in the German market includes imports from the United States. In 2005, Germany imported over 3,400 exercise "units" from the United States valued at USD6.7 million, an increase of 10 percent over the USD6.1 million value of 2004. Leading U.S. suppliers include Champion, Converse, Easton Sports, Fila, Fruit of the Loom, Nike, Reebok, Rollerblade, Russell Athletic, Spalding, Wilson, Avia, Bike Athletic, BMI Home Fitness Equipment, California Bodywear, California Suncare, Fitness Master, Cra-Zee Wear, Gilda Marx, Hitman/NDL Products, Nordictrak, Otomix, Powerhouse Gyms, Reebok, and Stairmaster.

American-manufactured bicycles in the higher-priced categories enjoy a very good reputation, and are particularly popular with teenage buyers and professional racers. In 2005, Germany imported 120,000 mountain bikes and all-terrain bikes from the United States. American mountain bikes are currently the best selling bicycles in Germany.

Competitive Factors. To successfully do business in the German sporting goods equipment market, it is necessary and/or advisable to:

- offer a high quality product at a competitive price
- provide good service after the sale
- maintain adequate stocks of spare parts in Germany
- comply with applicable German DIN standards and acquire the "GS" consumer product safety
- mark issued by the TUV organization. (Please see "D." Market Access.)

4. End-User Analysis

There is a marked, renewed trend in Germany toward the recognition and appreciation of physical fitness as part of a healthy lifestyle. The German population is also becoming more "body-conscious." Recent statistics show that two-thirds of the 82 million German population pursue some kind of sport. German demographics show that one-fifth of all male sports practitioners are over 35 years old, illustrating the observed rising trend of "older men" keeping fit. The age distribution concerning German women also indicates a shift towards the upper end. German sport and gymnastic clubs are currently enjoying a membership boom. Almost every third German is a member of a sport club. According to recent statistics from the German Sports Federation (DSB), 200,000 new members were recorded in 2005. The highest rises were recorded in gymnastics and soccer; each have accounted for a rise in membership of up to 110,000.

5. Market Access

Import Climate. In general, the climate for importing sporting goods equipment into Germany is favorable. German importers pay import-turnover tax at a rate of 15 percent on the CIF (Cost, Insurance, Freight) value of imported sporting goods. This tax is in later distribution stages passed on to the consumer as a value-added tax (VAT). VAT also applies to domestic products. German importers also pay customs duties when clearing goods through customs. Import restrictions, such as quotas, do not exist. For exercise equipment, the import duty is presently 6 percent. This compares with the normal 6 to 14 percent rate of custom duties on imports of other sporting goods. The appropriate tariff number is 871200900.

Standards. In order to be marketable in Germany some sporting goods products need to meet a variety of safety standards. In most cases, the German inspection association, TUV, is among the agencies which can test and certify conformity with these standards. Detailed information on the TUVs and other inspection agencies is contained in the U.S. Embassy in Germany's Country Commercial Guide (CCG), which is available on the web under www.usatrade.gov.

Distribution/Business Practices. When trying to enter the German sporting goods equipment market, U.S. firms should consider making an appointment with an agent or distributor as their first step. A good distributor is a valuable source of market data and can also be helpful in advising U.S. firms on appropriate pricing strategies. Selling to wholesalers, setting up one's own distribution center, or employing an import trading company are also suitable distribution methods. U.S. firms should be willing to provide support in the form of advertising in a German sporting goods trade magazine.

The minimum contract duration between a U.S. manufacturer and a German distributor should be one or two years, since companies registered in Germany are bound by employment contracts or delivery agreements with customers, which under German labor or commercial law can be terminated only with a minimum of six weeks to six months notice. With the notice period of three to six months, a contract will be drawn up by one of the parties. A contract will automatically be renewed for the same period unless terminated by one of the parties, again with a notice period of between three and six months.

Financing. Financing and payment practices in this industry are the "normal" business standards. The method of payment depends on the credit worthiness of the company and the trade relationship. Trade sources contacted in this sector reported that the turnaround time for paying invoices is never quicker than 30 days. When the transaction involves companies that have had no past experience with each other, the standard method of payment is by letter of credit since it offers the highest degree of protection for the sellers. However, financing agreements are generally negotiated privately on a case-by-case basis between the manufacturer/exporter and the importer.

6. Key Contacts

Major Trade Associations. The following associations can be contacted by U.S. firms for basic marketing assistance information (in German) for sporting goods equipment, as well as for commercial contacts:

Bundesverband der Deutschen Sportartikel-Industrie e.V.
(German Sporting Goods Manufacturers Association)
Muehlenweg 12
D-53581 Bad Honnef
Germany
Phone: [49][2224]76381
Fax: [49][2224]75940
Website: www.bsi-ev.com
Contact: Siegfried Hoehne, General Executive Manager

Verband Deutscher Sportfachhandel e.V.
(German Association of Sporting Goods Retailers)
Fichtestrasse 22
D-65189 Wiesbaden
Germany

Phone: [49] [611] 99 00 50
Fax: [49] [611] 99 00 599
Website: <http://www.sportpress.de-vds>
Contact: Werner Haizmann, President

Deutscher Sportstudio Verband e.V.
(German Association of Fitness Studios)
Grossmoorbogen 9
21079 Hamburg
Germany

Phone: [49] [40] 765 64 07
Fax: [49] [40] 765 12 23
Website: <http://www.dssv.de>
Contact: Birgit Schwarze, President

Deutscher Golf Verband e.V.
(German Golf Association)
Viktoriastr. 16
65189 Wiesbaden
Germany

Phone: [49] [611] 990 20 0
Fax: [49] [611] 990 20 40
Website: <http://www.golf.de>
Contact: Jan Bruegelmann, Chairman

7. Major Trade Publications

Listed below are the leading trade publications in the German sporting goods market, which U.S. firms can use to obtain market information, follow industry trends, and advertise their products. All are published in German.

SPORT+MODE

Verlag Chmielorz GmbH
Marktplatz 13
65183 Wiesbaden
Germany

Phone: [49] [611] 36 09 80
Fax: [49] [611] 30 13 03
Email: spomo@chmielorz.de
Website: <http://www.spomo.de>
Contact: Rainer Bommas

SAZ SPORTARTIKELZEITUNG

Rumfordstrasse 42
80469 Munich
Germany

Phone: [49] [89] 21 21 10 0
Fax: [49] [89] 21 21 10 39
Email: sazsport@saz.de
Website: <http://www.saz.de>
Contact: Horst O. Frankl

8. Retailers with Catalogs, Buying Cooperatives, Department Stores, Mail Order Houses, Agent/Distributors/Importers:

Retailers with Catalogs.

SPORT SCHECK

Sendlinger Strasse 85
80307 Munich
Germany

Phone: [49] [89] 66 54 0
Fax: [49] [89] 66 54-1019
Website: <http://www.sport-scheck.de>

Comment: Sport Scheck operates large stores for sporting goods and sports clothing in Germany, Austria and Switzerland with approximately 1,600 employees. The German stores are located in Munich, Nuremberg, Ludwigshafen, Hamburg, Cologne, Hanover, Bielefeld, Magdeburg, Saarbruecken, Augsburg, Wolfsburg, Chemnitz, Magdeburg, Stuttgart, Essen and Leipzig. Company issues a catalog for its mail order business to over seven million households in Europe. Year-round sport articles. (Annual sales of approximately USD580 million)

SPORT SCHUSTER KG

Rosenstrasse 1-6

80059 Munich
Germany

Phone: [49] [89] 23 707 0
Fax: [49] [89] 23 707-212
Website: <http://www.sport-schuster.de>

Comment: Sport Schuster KG operates a large store for sporting goods and sports clothing in Munich. Company issues a summer and winter catalog for its mail order business to approximately one million households in Germany. Year-round sports articles. (Annual sales of USD50 million)

SPORT BITTL
Georg-Reismueller-Strasse 5
80999 Munich
Germany

Phone: [49] [89] 892 19 0
Fax: [49] [89] 892 19 199
Website: <http://www.bittl.de>

Comment: Sport Bittl operates four stores for general sporting goods and sports clothing in Munich. Company issues a summer and a winter catalog for its mail order business to some 350,000 households in Germany. All-year-round sport articles. (Annual sales USD35 million)

Sporting Goods Buying Cooperatives. In Germany, buying cooperatives in the sporting goods industry play a very important role. The following four cooperatives are the primary contacts for U.S. companies:

SPORT 2000 DEUTSCHLAND GMBH
Nord-West-Ring-Strasse 11
63533 Mainhausen
Germany

Phone: [49] [6182] 928 0
Fax: [49] [6182] 928 190
Website: <http://www.sport2000.de>

Comment: Sporting goods buying cooperative with 654 members, all-year-round sports articles. (Annual sales USD900 million)

INTERSPORT DEUTSCHLAND e.G.
Wannenaeckerstrasse 50
74078 Heilbronn
Germany

Phone: [49] [7131] 2880
Fax: [49] [7131] 21257
Website: <http://www.intersport.de>

Comment: Sporting goods buying cooperative with 1390 members, all year round sports articles. (Annual sales USD2.2 billion)

Sporting goods directory. Below is the contact address for a sporting goods directory. This directory includes about 2,300 sporting company addresses in Germany, an index of

products and product lines of German manufacturers, wholesalers, importers, and a list of German trademarks. This book can be ordered from this publisher for around USD100.

Kern Verlag
Tirolerweg 1a
79224 Ebringen
Germany

Phone: [49][7664]611 511
Fax: [49][7664]611 512
Email: info@kern-verlag.de
Website: <http://www.kern-verlag.de>
Contact: Anette Dworak

9. Trade Promotion Opportunities. In Germany, trade fairs play a major role in product marketing. U.S. companies wishing to penetrate the German market often make their first approach at a major trade fair. For U.S. manufacturers and exporters of sporting goods wishing to sell here (and in Europe) it is important to exhibit at one of Germany's major international sporting goods fairs.

Exhibiting at fairs can bring direct sales, but more significantly, can be one of the least expensive ways to test the market's receptivity to sporting goods products and to assess the strength and scope of the competition. It also helps companies establish contact with others in the trade, and from these contacts a U.S. firm can gather a great deal of valuable information about marketing sporting goods in Germany and Europe.

ISPO SUMMER and ISPO WINTER (International Trade Fairs for Sports Equipment and Fashion) are showcases for summer/winter and year round sporting goods. Main product groups: summer/winter and non-seasonal sports articles such as sportswear, sport shoes, badminton, squash, tennis, table tennis, boats, surfing, scuba diving, water sports, fitness equipment, mountaineering, and hiking.

Event: ISPO (International Trade Fair for Sports Equipment and Fashion)
Site: Munich, Germany
Dates: January 29 to February 1, 2006 (ISPO Winter 2006)
July 3-5, 2005 (ISPO Summer 2006)

Organizer: MESSE MUNICH GMBH (Munich Trade Fair Authorities)
Messegelaende
80325 Munich
Germany

Phone: [49] [89] 949 20 150
Fax: [49] [89] 949 20 159
Email: ispo@messe-munich.de
Website: <http://www.ispo.de>
Contact: Mr. Tobias Groeber, ISPO Project Manager

The official representative of the Messe Munich GmbH in the United States is:

Munich International Trade Fairs
German American Chamber of Commerce, Inc
12 East 49th Street, 24th Floor
New York, NY 10017

Phone: [212] 974-1880
Fax: [212] 262-6519
Email: mosmers@munich-trade-fairs.com
Website: www.gaccny.com
Contact: Ms. Marlies Osmers

The showcase for camping accessories, diving equipment, riding equipment, water sports articles, water technology, garden equipment, garden furniture, greenhouses, grills, and lighting technology is the "SPOGA" and the "GAFA" in Cologne. These two fairs in 2005 attracted a total of 48,000 trade visitors from 85 countries. About 1,800 companies from 45 countries exhibited their products there.

Event: SPOGA
Site: Cologne, Germany
Date: September 3-5, 2006
Organizer: CologneMesse GmbH
Messeplatz 1
50679 Cologne
Germany

Phone: [49] [221] 821 22 96
Fax: [49] [221] 821 34 08
Email: m.brueggemann@colognemesse.de
Website: <http://www.colognemesse.de>
Contact: Martin Brueggemann, Show Manager

The official representative for the SPOGA show in the United States is:

Koelnmesse Inc. / Cologne International Trade Fairs
8700 West Bryn Mawr Avenue, Suite 640N
Chicago, IL 60631

Phone: (773)-326-9921
Fax: (773)-714-0063
www.koelnmessenafra.com

With the booming demand for fitness and health equipment in Germany, the "FIBO" (International Trade Show for Fitness and Wellness) in Essen, Germany, May 2005, attracted 350 exhibitors and around 45,000 visitors from all over the world. Main product groups of the "FIBO" show are: training equipment, computer hardware, computer software, cosmetics, plant engineering, saunas, solarium, sport nutrition, sporting goods, sportswear and studio equipment.

Event: FIBO
Site: Essen, Germany
Date: April 27-30, 2006
Organizer: Reed Exhibition Deutschland GmbH
Project FIBO
Voelklinger Strasse 4
40219 Dusseldorf
Germany

Phone: [49][211]90191-131

Fax: [49][211]90191-578
E-mail: otomscheit@reedexpo.de
Website: <http://www.fibo.de>
Contact: Mr. Olaf Tomscheit, Director

The official representative of the FIBO in the United States is:

Kallman Associates, Inc.
20 Harrison Ave.
Waldwick, NJ 07463-1709

Phone: [201] [652] 7070
Fax: [201] [652] 3898
Email: jerry@kallmaninc.com
Website: <http://www.kallmaninc.com>
Contact: Jerry Kallman, Jr.

Event: OutDoor 2006 (European Outdoor Trade Fair)
Site: Friedrichshafen, Germany
Date: July 23-27, 2006
Organizer: Messe Friedrichshafen GmbH

Neue Messe
88046 Friedrichshafen
Germany

Phone: [49] [7541] 7081-411
Fax: [49] [7541] 7081-412
Email: outdoor@messe-fn.de
Website: <http://www.messe-fn.de>
Contact: Mr. Willi Schaugg, Project Manager

The OutDoor trade fair showcases the entire outdoor sector, including sportswear, mountaineering gear and accessories, boats and accessories, camping gear, day and funbags, cycle bags, bottles, paragliders, altimeters, sleeping pads, kayaks, canoes, climbing back packs, stoves, cooksets, compasses, tour and hiking packs, tents and accessories. OutDoor attracted 580 exhibitors and around 14,200 visitors in 2005.

Event: GOLF EUROPE (International Trade Fair for Golf)
Site: Munich, Germany
Date: September 29 to October 01, 2006
Organizer: Messe Munich GmbH
Messegelaende
80325 Munich
Germany

Phone: [49] [89] 949-20 180
Fax: [49] [89] 949-20 179
Email: wittmann@messe-munich.de
Website: <http://www.golf-europe.com>
Contact: Armin Wittmann, Project Manager

The GOLF EUROPE trade fair showcases the entire golf sport sector, including golf fashion, golf accessories, golf shop fittings, indoor golf, driving range, golf tourism,

sports nutrition, golf journals, golf literature. GOLF EUROPE 2005 attracted over 315 exhibitors and 6,100 trade-only visitors.

Event: EUROBIKE (International Bicycle Trade Show)
Site: Friedrichshafen, Germany
Date: August 31 to September 03, 2006
Organizer: Messe Friedrichshafen GmbH
Neues Messegelaende
88046 Friedrichshafen
Germany

Phone: [49] [7541] 708-411
Fax: [49] [7541] 708-2411
Email: eurobike@messe-fn.de
Website: <http://www.messe-fn.de>
Contact: Willi Schaugg, Project Manager
Email: willi.schaugg@messe-fn.de

The EUROBIKE (International Bicycle Trade Show) is a specialized show for mountain, city, touring, racing and trekking bikes, accessories, equipment and components. At the 2005 event, there were 804 exhibitors from 36 countries and a total of 30,000 visitors from 69 countries.

Event: IFMA (International Bicycle Trade Fair)
Site: Cologne, Germany
Date: September 14-17, 2006
Organizer: Cologne Messe GmbH
Messeplatz 1
50679 Cologne
Germany

Phone: [49] [221] 821 0
Fax: [49] [221] 821-2574
Email: info@colognemesse.de
Website: <http://www.colognemesse.de>
Contact: Andreas Danz, Project Manager
Email: a.danz@colognemesse.de

or, contact in the United States:

Koelnmesse Inc. / Cologne International Trade Fairs
8700 West Bryn Mawr Avenue, Suite 640N
Chicago, IL 60631

Phone: (773)-326-9921
Fax: (773)-714-0063
www.koelnmessenافتا.com

The IFMA (International Bicycle Trade Fair) in 2005 provided a worthwhile forum for 703 exhibitors' firms and a total of 30,000 visitors.

For more information on this industry or on how U.S. Commercial Service Germany can assist you in this market, please contact Bernd Kietz at the following information:

U.S. Commercial Service
German Sporting Goods Market

American Consulate General
Koeniginstrasse 5
80539 Munich
Germany

Phone: [49] [89] 2888-751
Fax: [49] [89] 285261
Email: bernd.kietz@mail.doc.gov
Internet: <http://www.usatrade.gov>
Contact: Bernd Kietz, Commercial Specialist

For More Information

The U.S. Commercial Service Germany can be contacted via email at:
munich.office.box@mail.doc.gov, website: <http://www.buyusa.gov/germany/en/>.

You can locate your nearest U.S. Export Assistance Center, as well as Commercial Service offices overseas by visiting www.buyusa.gov.

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